ABSTRACT OF THE INVENTION

The present invention relates to a system for tracking product on a shelf. In an embodiment, an indicia strip is placed on a self coiling sheet, and a sensor is configured to read the indicia strip. The data on the indicia strip corresponds to the location of a pusher assembly. In an embodiment, a store computer can use the data regarding the location of the pusher assembly to determine the amount of inventory on the shelf. In an embodiment, the store computer can automatically order additional inventory based on the levels of inventory on the shelf. In an embodiment, a deviation from normal customer purchasing habits can be used to prompt security measures so as to reduce the possibility of product theft.